

PHHE Production Procedures: 18b-Archive Submission: Cover/Packaging Submission (SD1)

Preceded by: 18a-Archive Submission: Parent Titles (SD1)

18b-Archive Submission: Cover/Packaging Submission (SD1)

Followed by: Support: HIP File Naming (SD2)

Why: All covers and packaging archives must be submitted to the Product Archive to ensure that the cover and packaging assets are preserved and available to the groups that require them.

Who: Designers, Art Directors, Project Managers, Media Project Managers, Cover/Packaging Vendors

Skills Needed: Ability to finalize files per standards, project management.

Knowledge Base Needed: Quark, PDF, Mac file directories, FTP

TASK: Submitting Covers and Packaging

Art Directors (AD) are responsible for submitting the cover files and packaging files they manage.

Media Project Managers (MPM) are responsible for submitting the packaging files they manage (this will usually be Access Code Cards, CD/DVD Silkscreens, Amaray Case Inserts, Bind-In Sleeve Labels and Inserts, Software Folders and White Cardboard Mailers with Labels pursuant to the Standard Media Design Program).

A cover/packaging archive should be submitted to WDS in a 14 day window following the interior's files-to-printer date.

Step 1: File Structure

A cover/packaging archive should include:

- Cover and Packaging Submission Form
- Application files
- Art/Photos
- PDF files
- Barcode
- Any endpaper files
- Other support material that the Art Director/Designer/Media Project Manager deems critical

The submitter should also consider if there any other important assets to submit which may not have been included with the archive submitted by the interior compositor. Examples include:

- Tabs
- Inserts
- Packaging that is bound into the book.

Only Adobe Font Folio fonts should be used for cover/packaging production and you do not need to include them with the cover/packaging archive submission. No exceptions! If special content requirements exist that prevent this please contact the Product Archive to discuss.

A complete cover/packaging archive should be submitted for each ISBN in a family. This prevents confusion in post-production use of archived files. The HIP File Folder application can be used to help this effort.

The archive should be placed in a container folder called:
COVER_CY_ISBN_AUTHOR

COVER = Literally "COVER"

CY = 4 digit copyright year

ISBN = ISBN-10 should be used. If no 10 digit ISBN exists, use the ISBN-13

AUTHOR = Lead author's last name

For example, the container folder for the cover archive of Armesto's "History of the World," (013113499X) would be:

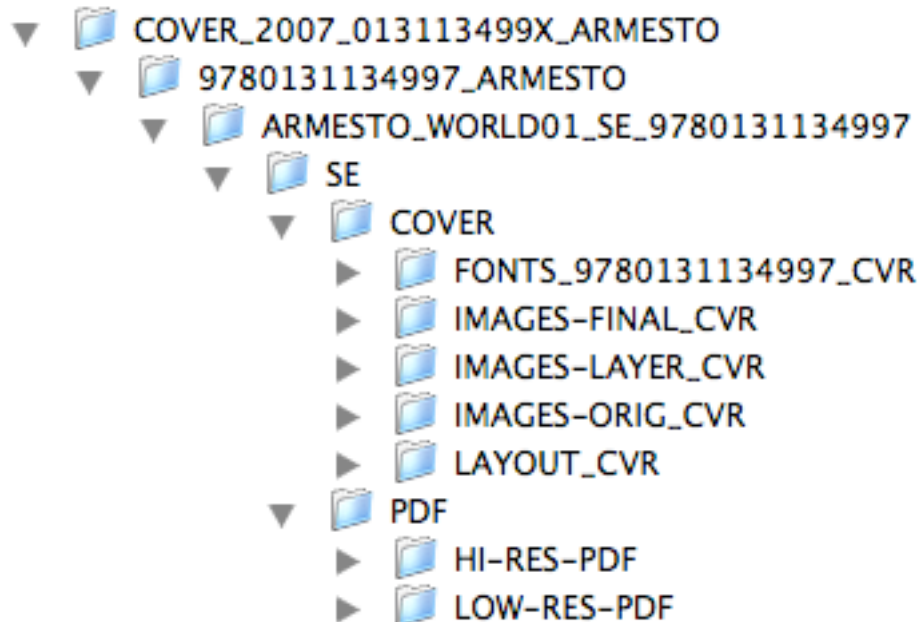
COVER_2007_013113499X_ARMESTO

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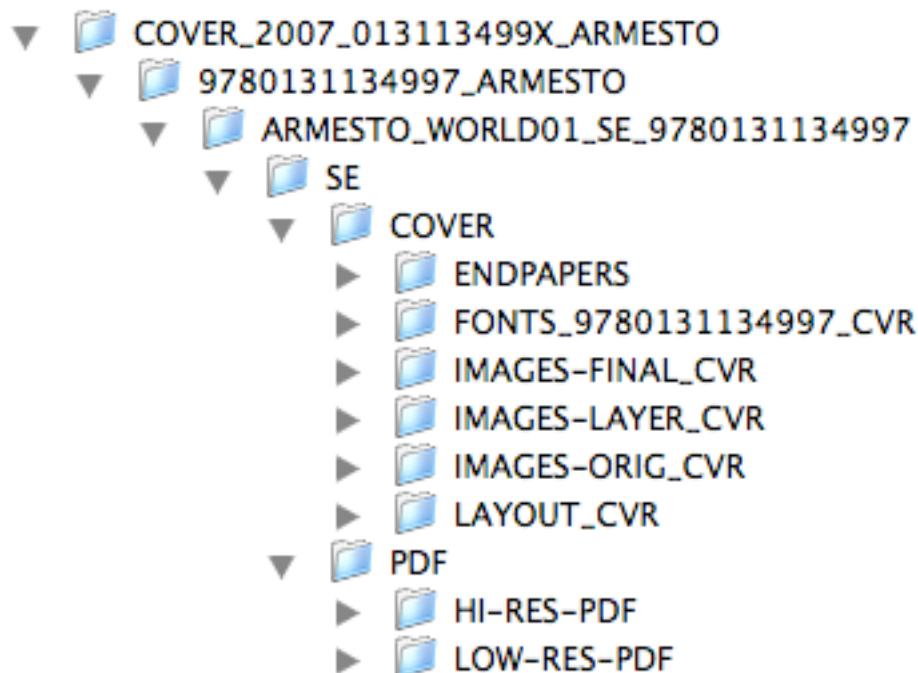
The archive within the container folder of the submission should adhere to the Pearson File/Folder naming standards. The Higher Education Folder Creation utility should be used to assist in this.

Here are several samples of folder structure for common submission types pursuant to the Pearson File/Folder naming standards:

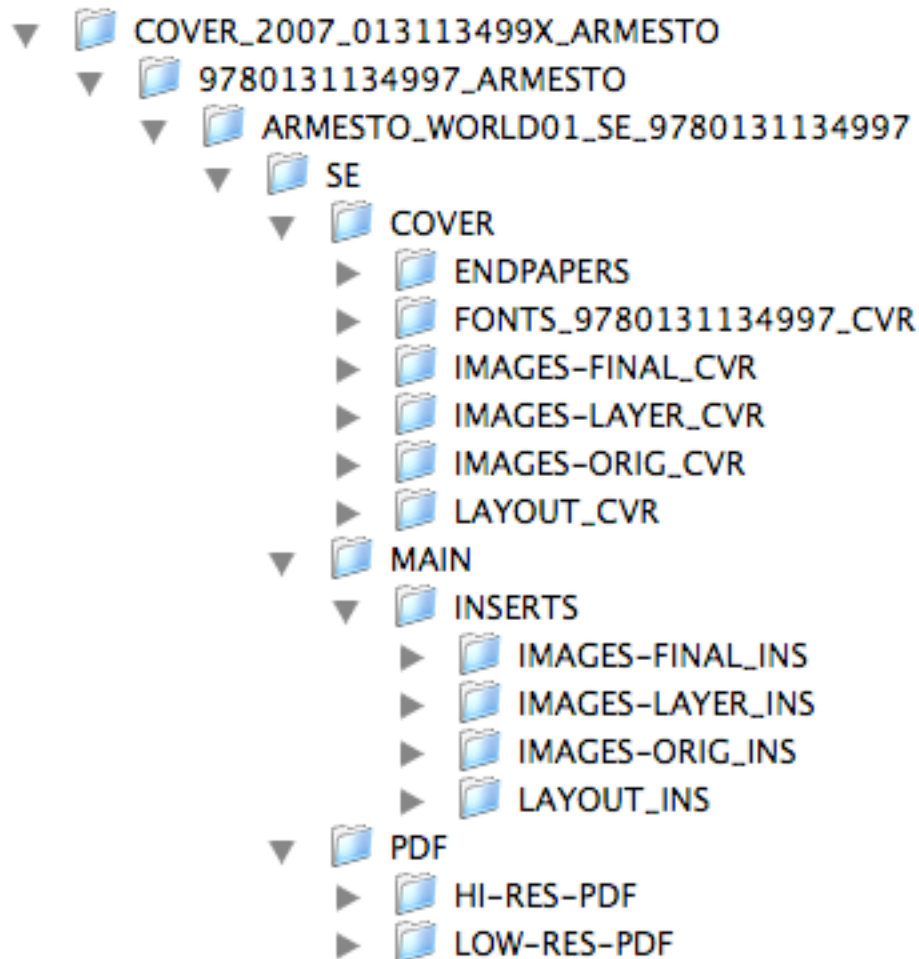
COVER FILES ONLY:



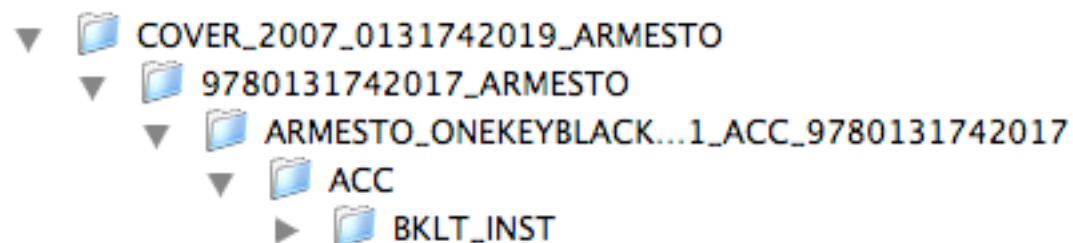
COVER FILES AND ENDPAPERS:



COVER FILES, ENDPAPERS AND INSERT:



ACCESS CODE CARD



Standard Media Design Program products should use these sub-folder names inside of the CD or DVD folder:

AMRAY_INSERT: Use this folder for Amaray Case Insert files.










BKLT_INSERT: Use this folder for Bind-In Sleeves Labels and Insert files.

LABELS: Use this folder for independent labels.










SILK: Use this folder for CD and DVD Silkscreen designs.

SOFTFOLD: Use this folder for Software Folder files.

CD ASSETS











- ▼  COVER_2007_0131742043_ARMESTO
 - ▼  9780131742048_ARMESTO
 - ▼  ARMESTO_IRC-CD-WORLD01_CD_9780131742048
 - ▼  CD
 - ▶  AMRAY_INSERT
 - ▶  BKLT_INSERT
 - ▶  LABELS
 - ▶  SILK
 - ▶  SOFTFOLD

DVD ASSETS

- ▼  COVER_2007_0131742043_ARMESTO
 - ▼  9780131742048_ARMESTO
 - ▼  ARMESTO_IRC-DVD-WORLD01_DVD_9780131742048
 - ▼  DVD
 - ▶  AMRAY_INSERT
 - ▶  BKLT_INSERT
 - ▶  LABELS
 - ▶  SILK
 - ▶  SOFTFOLD

SUPPORT

The SUPPORT folder of the Pearson File/Folder standard should be used for most miscellaneous files. Other folders can be created here if the standard sub-folders do not suffice.

- ▼  COVER_2007_013113499X_ARMESTO
 - ▼  9780131134997_ARMESTO
 - ▼  ARMESTO_WORLD01_SE_9780131134997
 - ▼  SE
 - ▼  SUPPORT
 - ▶  DESIGN
 - ▶  EXTRACT
 - ▶  INFO
 - ▶  STYLE-FILES
 - ▶  XTENSIONS

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Step 2: Cover and Packaging Submission Form

The submitter (**Art Director** or **Media Project Manager**) completes the Cover and Packaging Submission form and places it inside the container folder of the cover/packaging archive being prepared for submission.

Step 3: FTP Submission

Before posting to the FTP server, stuff the container folder.

A specific FTP archive site has been created for submission:

FTP SERVER: pearsonftp.workflowdata.com

USER NAME: design

PASSWORD: project1

Files should be placed inside the root folder of the account.

Step 4: Email when file transfer is complete

Upon successful file transfer, an email should be sent by the submitter (**AD** or **MPM**) to archiving@workflowdata.com to alert the archive vendor of the submission. Ask the vendor to confirm receipt.

Step 5: Update information in PIMS

The submitter (**AD** or **MPM**) inputs the date the cover/packaging archive was placed on the FTP site in PIMS PRODUCTION >Format/Archive

PRODUCT	PRODUCTION	DESIGN	VISUAL	TEAM	SCHEDULE	BUDGET	MANUFACTURING	MEDIA	REPRINTS	PO
* Manuscript										
* Format/Archive										
SAMPLE PAGES:	Yes									
TYPE OF PROOFS NEEDED:	PDFs									
FINAL PROOF TYPE:	Complete									
FORMATTING APPLICATION:	Quark / ETMv1									
POST FLIGHT STATUS:	Sent to PAL									
REPRINTS CORRECTIONS PENDING:	Select									
SPECIAL COMP. REQ.:	DVD is to be pack									
EXTRA PROOF NEEDED:	Yes									
FINAL COPY TO PRINTER FORMAT:	Select									
INTERIOR FORMATTING LOCATION:										
FORMAT COMMENTS:										
REPRINT CORRECTIONS DUE DATE:										
ARCHIVE DATE:	07/30/2007									
ARCHIVE DISK NO.:										
BACKUP DISK NO.:										
HE ARCHIVE ID NO.:										
FILE SIZE:										
PAL OBJECT ID:	48047369									
ARCHIVE COMMENTS:	http://palp-us1.pearson.com/livelink/livelink/open/48047369									

PIMS does not have a dedicated field to support logging submission. The submitter (**AD** or **MPM**) should use the comments field to enter a comment following this syntax:

Cover archive submitted to WDS 09/25/08 or Packaging archive submitted to WDS 09/25/08.

Additional informative notes the submitter (**AD** or **MPM**) feels should be captured in the archive history can also be entered in the comments field.

NOTE: A vendor would have to contact a Pearson **Art Director** or **Media Project Manager** to complete this step.

Step 6: Alternative Delivery:

If the archive is exceptionally large it can be physically shipped to the archive vendor as a last resort.

WDS
Attn: Archive Dept
659-K Lakeview Plaza Blvd
Worthington, OH 43085